

The Retroviral manifesto

 By [Mike Shorman](#)

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2015 was one of the most globally uninspiring years in terms of digital advertising.

The five years prior saw brands and agencies taking greater chances in terms of the exploration of storytelling, technology and execution of ideas. Locally, December's 'Rand malfunction' has had an impact on budgets, and therefore had an adverse affect on brand risk appetite. When finances constrict, the inevitable casualty is the marketing expense.

We made this piece of branded content – a compilation of **Instagram videos** – to illustrate that the only way for you to benefit during desperate times, is to be BRAVE!

It's time to unbuckle yourself from the safety belt of mediocrity and make memorable work again that distinguishes you from your opposition. Communication that makes your customers give a damn about choosing your product, when disposable income is a luxury.

This is the manifesto:

ABOUT MIKE SHARMAN

Mike Sharman is the owner of Retroviral Digital Communications, an online communications consultancy specialising in communication strategy, social media and content creation.

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